

Global Leadership, Management and New Business Strategies

Course #1: MGMT X 190 – Management Theory, Policy and Process
Quarter: Summer 2023
Meeting Days / Times: Tuesdays and Thursdays from 9 am – 12 pm
Location: UCLA campus

Office Hours: By appointment, after class

Course Description:

This course presents the theory and application of managerial functions; the processes of planning, organizing, leading, and controlling in a wide variety of organizational settings; and how the management of people and resources can accomplish organizational goals. Systems theory, contingency approaches, and socio-technical systems are used to explain managerial problem solving and decision making in organizational contexts and a global environment. Other topics include motivation and participation, leadership and communication, management information systems, human resources management, management of technology, managerial ethics, and other contemporary management issues.

Course #2: MGMT X 460.961 – Global Business Skills: Planning & Negotiating Strategies
Quarter: Summer 2023

Meeting Days / Times: Mondays and Wednesdays from 1 pm – 4 pm
Location: UCLA campus
Office Hours: By appointment, after class

Course Description:

Conducting business across cultures is crucial for succeeding in today's highly competitive marketplace. This highly interactive, simulation-based course provides executives with the knowledge and skills to plan, work, and negotiate in the global marketplace. Topics include cultural differences as they affect international business, understanding hospitality and protocol, establishing trust and credibility, characteristics of a cross-cultural negotiator, concepts of win-win and win-lose, tactics and power strategies, and communication and persuasion strategies.

Workshops: MGMT 861.1 Global Leadership and New Business Strategies

Quarter: Summer 2023
Meeting Days / Times: TBD
Location: UCLA campus
Office Hours: By appointment, after class

Workshops Description:

These four customized workshops were created for students of the Università Cattolica del Sacro Cuore. The goal is to provide a systematic approach for determining, implementing, and evaluating the strategies and policies that govern strategic operational management techniques and understand concepts of diverse cultural theories. Students will be exposed to a wide range of management, leadership, marketing and communications strategies to elevate participants to a level to be able to problem solve and apply learning through practical real-world applications in a global environment. Students will gain knowledge and an experience that will differentiate them from their peers.

Global Leadership, Marketing and New Business Strategies

Course #1: MGMT X 160 – Marketing Principles and Practices
Quarter: Summer 2023

Meeting Days / Times: Wednesdays and Fridays from 9 am – 12 pm
Location: UCLA campus
Office Hours: By appointment, after class

Course Description:

This course surveys marketing methods, practices, and institutions from the perspectives of manufacturers, distributors, and consumers. You examine marketing concepts, functions, operations, and organizations of retail and wholesale enterprises; distribution channels; market research; advertising; marketing costs; pricing; cooperative marketing; marketing legislation and regulations; and trends.

Course #2: MGMT X 410.3 – Strategic Thinking for Strategic Thinking: Tools, Processes, and

Cases to Strategic Thinking

Quarter: Summer 2023

Meeting Days / Times: Tuesdays and Thursdays from 1 am – 4 pm

Location: UCLA campus

Office Hours: By appointment, after class

Course Description:

The course objective is to teach students a way of thinking that leads to effective strategy development and operational problem-solving using instructor-selected case studies that well integrate the marketing, finance, accounting, business economics, and business mathematics courses. Students are challenged to evaluate specific business scenarios to achieve an increased proficiency in evaluating, recommending, and forecasting strategic alternatives and potential changes to enhance organizational success, effectiveness, and efficiencies. University MBA programs can be expected to utilize the case study method throughout their curricula reinforcing the high value of this pre-MBA education and experience. Students pursuing our advanced finance certificates will find the case study approach useful as they can apply the skills learned immediately in the workplace.

Workshops: MGMT 861.1 Global Leadership and New Business Strategies

Quarter: Summer 2023

Meeting Days / Times: TBD

Location: UCLA campus

Office Hours: By appointment, after class

Workshops Description:

These four customized workshops were created for students of the Università Cattolica del Sacro Cuore. The goal is to provide a systematic approach for determining, implementing, and evaluating the strategies and policies that govern strategic operational management techniques and understand concepts of diverse cultural theories. Students will be exposed to a wide range of management, leadership, marketing and communications strategies to elevate participants to a level to be able to problem solve and apply learning through practical real-world applications in a global environment. Students will gain knowledge and an experience that will differentiate them from their peers.

Sample Schedule

Week 1 of 6

	Monday	Tuesday	Wednesday	Thursday	Friday
	August 7	August 8	August 9	August 10	August 11
9:00-10:00	Welcome Orientation & UCLA Campus Tour	Management Theory, Policy and Process	Marketing Principles and Practices	Management Theory, Policy and Process	Marketing Principles and Practices
10:00-11:00					
11:00-12:00					
12:00-1:00					
1:00-2:00	Global Business Skills: Planning & Negotiating Strategies	Strategic Thinking for Strategic Thinking: Tools, Processes, and Cases	Global Business Skills: Planning & Negotiating Strategies	Strategic Thinking for Strategic Thinking: Tools, Processes, and Cases	Workshop #1 - Launching a Venture with Product Innovation
2:00-3:00					
3:00-4:00					

Week 2 of 6

	Monday	Tuesday	Wednesday	Thursday	Friday
	August 14	August 15	August 16	August 17	August 18
9:00-10:00	Workshop #2 - Developing a Business Plan	Management Theory, Policy and Process	Marketing Principles and Practices	Management Theory, Policy and Process	Marketing Principles and Practices
10:00-11:00					
11:00-12:00					
12:00-1:00					
1:00-2:00	Global Business Skills: Planning & Negotiating Strategies	Strategic Thinking for Strategic Thinking: Tools, Processes, and Cases	Global Business Skills: Planning & Negotiating Strategies	Strategic Thinking for Strategic Thinking: Tools, Processes, and Cases	
2:00-3:00					
3:00-4:00					

Week 3 of 6

	Monday	Tuesday	Wednesday	Thursday	Friday
	August 21	August 22	August 23	August 24	August 25
9:00-10:00		Management Theory, Policy and Process	Marketing Principles and Practices	Management Theory, Policy and Process	Marketing Principles and Practices
10:00-11:00					
11:00-12:00					
12:00-1:00					
1:00-2:00	Global Business Skills: Planning & Negotiating Strategies	Strategic Thinking for Strategic Thinking: Tools, Processes, and Cases	Global Business Skills: Planning & Negotiating Strategies	Strategic Thinking for Strategic Thinking: Tools, Processes, and Cases	Workshop #3 - Marketing and Customer Relationship Management
2:00-3:00					
3:00-4:00					

Week 4 of 6

	Monday	Tuesday	Wednesday	Thursday	Friday
	August 28	August 29	August 30	August 31	September 1
9:00-10:00	Workshop #4 - Pitching the Perfect Presentation	Management Theory, Policy and Process	Marketing Principles and Practices	Management Theory, Policy and Process	Marketing Principles and Practices
10:00-11:00					
11:00-12:00					
12:00-1:00					
1:00-2:00	Global Business Skills: Planning & Negotiating Strategies	Strategic Thinking for Strategic Thinking: Tools, Processes, and Cases	Global Business Skills: Planning & Negotiating Strategies	Strategic Thinking for Strategic Thinking: Tools, Processes, and Cases	
2:00-3:00					
3:00-4:00					

Week 5 of 6

	Monday	Tuesday	Wednesday	Thursday	Friday
	September 4	September 5	September 6	September 7	September 8
9:00-10:00		Management Theory, Policy and Process	Marketing Principles and Practices	Management Theory, Policy and Process	Marketing Principles and Practices
10:00-11:00					
11:00-12:00					
12:00-1:00					
1:00-2:00	Global Business Skills: Planning & Negotiating Strategies	Strategic Thinking for Strategic Thinking: Tools, Processes, and Cases	Global Business Skills: Planning & Negotiating Strategies	Strategic Thinking for Strategic Thinking: Tools, Processes, and Cases	
2:00-3:00					
3:00-4:00					

Week 6 of 6

	Monday	Tuesday	Wednesday	Thursday	Friday
	September 11	September 12	September 13	September 14	September 15
9:00-10:00	No Class Sessions Labor Day Holiday	Management Theory, Policy and Process	Marketing Principles and Practices		Housing Check-Out
10:00-11:00					
11:00-12:00			Final Presentations and Closing Ceremony		
12:00-1:00					
1:00-2:00		Strategic Thinking for Strategic Thinking: Tools, Processes, and Cases		Global Business Skills: Planning & Negotiating Strategies	
2:00-3:00					
3:00-4:00					